



May 15, 2014

### **New Video Delves into the Promise of Cancer Immunotherapy Clinical Trials for Patients with Non-Small Cell Lung Cancer (NSCLC)**

MILWAUKEE, WI – A recently released video on cancer immunotherapy is offering new hope to patients with non-small cell lung cancer (NSCLC), the type of cancer which makes up 85% to 90% of all lung cancer cases in the US and claims more lives each year than colon, breast, and prostate cancers combined.

Created by the Society for Immunotherapy of Cancer (SITC), “Non-Small Cell Lung Cancer Immunotherapy: A New Hope,” follows a patient’s journey from her diagnosis of NSCLC through the course of cancer immunotherapy treatment via a clinical trial. Through an engaging, white board animated format, this video provides patients with easy to understand and unbiased information on how cancer immunotherapy works, as well as informative discussion regarding cancer immunotherapy clinical trials for patients with NSCLC.

To watch this video, please visit: [www.sitcancer.org/hopefornsclc](http://www.sitcancer.org/hopefornsclc).

This video was produced in collaboration with several other leading organizations across the continuum of cancer care including Association of Community Cancer Centers, Bonnie J Addario Lung Cancer Foundation, Cancer Support Community, Lung Cancer Alliance, and LUNGevity. SITC facilitated the creation of this video by merging content provided by lung cancer immunotherapy experts with input from focus group volunteers provided by our partnering organizations. Because SITC consulted a range of stakeholders including clinical oncologists, nurses, patients and patient advocates, this production offers a balanced view of NSCLC immunotherapy options.

“As the field of immuno-oncology continues to grow, it is crucial that patients have access to educational materials like this video that empower them to make informed treatment decisions that are right for them and their family,” Howard L. Kaufman, MD, FACS, Society Vice President, said. “Collaborating with like-minded organizations for this project is an important part of the SITC mission, which is dedicated to leading the field of cancer immunology and immunotherapy for the benefit of all patients with cancer.”

An estimated a total of 224,210 cases of lung cancer will be diagnosed in 2014 but not every patient is eligible for a cancer immunotherapy clinical trial, and not all patients respond to the treatment. However, the long-lasting, durable response rates of some immunotherapy recipients, which are not seen with other standard of care treatments like chemotherapy or radiation, is creating the excitement and promise around cancer immunotherapy as a treatment modality.

Through the wide distribution of this video, SITC, and the partnering organizations will raise awareness about the excitement and the hope cancer immunotherapy clinical trials can offer patients with NSCLC today.